



Promotion Optimization Institute, LLC

2022 Vendor Panorama for Retail Sales Execution and Monitoring in Consumer Goods

This is an excerpt from the *2022 Vendor Panorama for Retail Sales Execution and Monitoring in Consumer Goods*.

To access the full *POI 2022 In-Store Retail Execution Vendor Panorama (Retx)* report please visit the POI website:

poinstitute.com

Salesforce Consumer Goods Cloud

 salesforce.com/solutions/industries/consumer-goods/overview



Profile: Salesforce is a cloud-based Software as a Service (SaaS) company that specializes in customer relationship management (CRM). Salesforce's services allow businesses to better connect with customers, potential customers, partners, and the entire organization. Salesforce's acquisitions of companies including Slack, Mulesoft, Tableau, and cloud TPM and Retail Execution solutions from Accenture complement their Consumer Goods Cloud Platform to address end-to-end planning and execution challenges. The Salesforce Retail Execution solution is available with Salesforce Consumer Goods Cloud and is built on the Salesforce Customer 360 Platform.

Geographic presence: Salesforce does not disclose this information.

Total consumer goods users (seats): Salesforce does not disclose this information.

Tiers represented: All.

Solution offerings: Retail Sales, Retail Merchandising, DSD, Van Sales.

Industries: Salesforce does not disclose this information.

Configuration/Customization: Salesforce offers an open cloud computing platform that enables companies to customize and integrate to 3rd party providers without the need to worry about upgrades. Salesforce also offers platform tools, including an application development environment to code custom extensions, a declarative framework for enhancements at the business user level (using clicks, not code), the Lightning App Builder to build responsive UX for any device, and a powerful business process builder. Customers can further enhance existing processes with partner offerings in the Salesforce AppExchange.

The Consumer Goods Cloud Retail Execution solution benefits from three releases per year, built on a fully extensible technology stack with tools offered for rapid deployment and prototyping.

Technology architecture/delivery options: Multitenant SaaS.

Service partners: Accenture, PWC, AllCloud, Polsource, and other regional salesforce implementation partners.

Technology partners: Apple, AWS, Google, Microsoft, IBM, and Alibaba.

User experience: The Consumer Goods Cloud Retail Execution solution is built on the evolving Consumer Goods Cloud Platform. This provides the ability to link the organization together through the Salesforce platform, providing a consistent and familiar look and feel for users. This also serves to bring trade promotion teams and the entire enterprise closer to the shelf. Account Managers, Sales Managers, and other back-office/HQ personas have visibility into accounts, territory performance, and key metrics on sales rep and store performance. Dashboards are powered by Tableau and now offer offline analytics capabilities. Salesforce Maps, included with the Consumer Goods Cloud, provides intelligent route optimization and live tracking of sales reps to sales leadership and the back-office team.

Field Reps get a 360-degree view of their planned day and store details. An overview dashboard highlights the day's tasks, priorities, and performance metrics, along with a map view of their route. From there, a rep can drill down to the store cockpit with account information, details of previous visits and past orders, current and upcoming promotions, and manager instructions, as well as more detailed performance metrics and KPIs. Step-by-step guidance is provided for the visit, including Intelligent Alerts and Einstein (AI) recommendations.

While the features and functionality serve to make the field rep more efficient, Salesforce's goal is to transform the rep from an order taker to an order maker. Out-of-the-box analytics with Einstein Analytics for CG provides recommendations on stores to visit, prioritized tasks and activities, and provides guidance with suggested orders. Image recognition capabilities can detect out of stocks and planogram compliance and serves to feed further development of analytic models. The use of Slack and/or Chatter is available for real-time collaboration and engagement across the organization.

The Salesforce platform includes the Trailhead learning community. Trailhead makes learning fun and is also an aid to organize and monitor both mandatory and optional training for the entire organization. Trailhead provides a valuable resource as employees transition through new roles in the organization.

With all the mobile functionality also available on desktop, the Salesforce platform enables Virtual Retail Execution and B2B self-service. Outbound and inbound call centers can engage customers how and when they want, and all the data, including customer orders, remains centralized. The ability to address retail execution in this hybrid manner offers flexibility and efficiencies in today's changing retail environment. Salesforce refers to this as Omnichannel Retail Execution to deliver frictionless customer experience across different channels from planning to execution. The preferred channels are B2B commerce (Self Service), Telesales, Field Sales Rep taking orders online/offline, or even using bots or WhatsApp to take orders or push promotions. Loyalty and rebate management capabilities provide a framework to build your own loyalty programs and incentivize distributors and retailers accordingly.

Data Approach: The Salesforce platform open architecture allows for API extensibility to integrate the Consumer Goods Cloud platform with other TPM, ERP systems, and other data sources. Any change in the information will flow automatically to the Consumer Goods Cloud and mobile app. In addition, the Salesforce partner ecosystem and the AppExchange offer a variety of tools to connect data from any system with clicks or code.

Additionally, the Consumer Goods Cloud comes with Modeller to allow customers to configure and customize the mobile app. The open cloud computing platform with Modeller makes it easy to integrate analytics and other 3rd party apps that can be synced on the mobile app. Modeller will also allow customers to define new objects, attributes, UI elements, live reports, business and process flows, and even rebrand the app.

Analytics: Salesforce's analytic capabilities are powered by Einstein Analytics for Consumer Goods, which is available for both desktop and mobile. The solution can process high levels of data from multiple sources, both internal and external. External data sources are easily connected to Salesforce using Mulesoft API. Einstein Analytics includes Tableau CRM, which is a native capability, so the analytics displayed are consistent across desktop and mobile. In addition, recent enhancements now extend these capabilities offline so that field reps can access and navigate even offline. Salesforce provides standard reports and dashboards based on market best practices. The flexibility of the Salesforce platform and Einstein Analytics means the data model can be configured, customized, and extended to enable additional business scenarios.

Beyond dashboards and reporting, the Salesforce Retail Execution solution includes AI embedded analytics to guide a mobile rep with visit recommendations, intelligent route planning (integrated with Salesforce Maps), and prescriptive execution analytics (next best action to take).

Vendor trend: The Salesforce Consumer Goods Cloud was launched in 2019 and has been rapidly evolving since. Acquisitions of supplementary and complementary tools and technologies like Accenture's Retail Execution platforms, Mulesoft, Tableau, and Slack have rapidly provided additional capabilities for the Salesforce Retail Execution solution. The ability to build on the Salesforce platform through the Appexchange allows customers to tailor solutions to their needs.

Strengths: Salesforce's "Omnichannel Retail Execution" supporting hybrid retail coverage across reps, telesales, merchandisers, and even self-service capabilities is a key strength. Their AI and analytics capabilities serve to save time addressing tasks to allow more time to sell. The flexibility of the Salesforce platform is a strength, allowing customers to build and extend solutions as needed. Also, the seamless Salesforce connectivity across the entire organization is a benefit when organizations run broader CRM, TPM, and other Salesforce capabilities.

Challenges: As Salesforce continues to acquire additional functionality, such as Accenture's cloud-based TPM solutions, their challenge will be to integrate those with their established CG Cloud and Retail Execution components. The additional challenge is to communicate these capabilities to compete with the well-defined messaging from other vendors, some of which have built their solutions on Salesforce.

Adjacent offerings: TPx (TPM/TPO/ROI), Location-based tracking, digital self-service (Experience Cloud/Portal, B2B Commerce), Consumer Service and Field Service (Service Cloud), B2B Marketing (Marketing Cloud), Partner channel management for distributors and brokers (PRM), learning (myTrailhead), enterprise social network (Chatter), productivity (Quip), sustainability (Sustainability Cloud), Channel Incentives (Loyalty and Rebates Management).

Key differentiators: Mulesoft for quick and easy data and app integrations. Integrated Slack and Chatter communication channels which extend through the enterprise and can be extended to customers. The Salesforce AppExchange, offering both packaged and custom solutions for new capabilities or one-off project needs.

Outlook & prognosis: The Salesforce platform is widely used across CPG organizations and has grown from being a standalone CRM tool to fully connecting the enterprise. Connecting frontline mobile workers is a natural and necessary extension. The Consumer Goods Cloud brings together key functionality for CPG manufacturers and will continue to evolve to strengthen both retail execution and the organization's performance.

Evaluate Salesforce when: You want to fully connect your entire enterprise and leverage AI-enabled insights to guide field activities. Also, if you seek a solution to support a hybrid model for retail coverage, including self-service capabilities.

Avoid Salesforce if: You just need a basic solution and are not currently running Salesforce.

Distinctions: Connected Enterprise, Data Visualization, Social Selling, Virtual Calls/Telesales.

About the Authors



Pam Brown. As Chief Commercial Officer, Pam creates and executes POI strategy, research, and advisory, plus elevates practices and CPG and Retailer relationships.

Prior to joining POI, Pam was the Director of IT Governance for Del Monte Foods where she led IT Governance and the PMO. In her previous role as the Director of Sales Operations, she led: Sales Strategy & Operations, Sales Systems, and BI Analytics. She drove collaborative solutions and change across the organization based on corporate strategy and with the support of cross-functional partnerships.

Pam began her career at Unilever where she quickly progressed through numerous Retail Sales Execution and headquarter sales positions of increasing responsibility. She then joined Kayser-Roth and became the Western Division Sales Director for all Retail CPG business west of the Mississippi. Pam has 30 years of Sales & Systems experience and demonstrates a passion for creating a competitive advantage through high-performing teams. Pam earned her BA in Business Administration from the University of California at Riverside.

Pam Brown can be reached at pambrown@p-o-i.org



A special thank you to **Michael Marzano** who is a POI Affiliate and supports the POI Manufacturer In-Store Retail Sales Execution report with Pam Brown. He participated in the RetX Vendor Panorama demo process and helped to support the report creation you have enjoyed. Mike's CPG experience spans the complete end-to-end fulfillment process from manufacturing to the last mile at retail. He has led projects driving improvements and efficiencies across S&OP, Territory Planning, Retail Sales Execution, Category Management, and Supply-Chain initiatives at CPG leaders, including Mondelēz International, Cadbury, and Kraft Foods. Mike has experience and expertise in Sales Force Automation, POS and Syndicated Data, On Shelf Availability, and Space and Assortment Planning. His experience in eCommerce and B2B selling covers multiple service models, including DSD, broker, Virtual/Telesales, and Food Service. Mike has excelled at coordinating cross-functional resources, including vendors and customers, to execute projects that deliver results.

About the Promotion Optimization Institute

POI brings together manufacturers, retailers, solution providers, analysts, academics, and other industry leaders with the specific objective of collaboratively improving holistic enterprise planning and the promotion and distribution of consumer goods. Members of POI share cross-functional best practices in both structured and informal settings. Additionally, members benefit through our industry alliances, the Certified Collaborative Marketer (CCM)[™] program, and industry-leading summits around the globe. POI aims to instill a financial and metrics-based discipline not typically found with other trade groups. The goal of our innovative approach is collaborative promotion optimization. The focus is on the customer/shopper through sales, marketing, and merchandising strategies. Executive advisory boards keep us apprised of industry needs and help us provide desired outcomes for members, sponsors, and academia. For more information: Visit www.poinstitute.com or contact.

For more information:

Visit poinstitute.com

Contact information:

Michael Kantor

Founder & CEO

Promotion Optimization Institute (POI)

914-319-7309

mkantor@p-o-i.org

Pam Brown

Chief Commercial Officer -Partner

Promotion Optimization Institute (POI)

707-332-0450

pambrown@p-oi.org

